

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
May 13, 2010**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on May 13, 2010 at 8:00 a.m. at the Renaissance Montura Hotel, Los Angeles.

24 individuals attended the meeting as follows:

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|---|--------------------------------------|
| • Glenn Sampert, Westin Hotel | • Steven Hall, LAX Marriott |
| • Michael Payton, Crowne Plaza LAX | • Israel Mora, Courtyard by Marriott |
| • Greg Lehman, Renaissance Montura | • Cindy Boulton, Radisson LAX |
| • Conrad Klingenstein, Jamison Properties | • Bryan Porter, Hines |
| • Larry Eisenberg, LACCD | • Sharon O'Rourke, The Gas Co. |
| • Brian Vandehey, The Parking Spot | • Noreen Chambers, The Gas Co. |
| • Ed Pomponio, Destination Shuttle Service | • Moussa Ndiaye, Crowne Plaza LAX |
| • Larry Eisenberg, LACCD | • Roderick Diaz, Metro |
| • Paul Gnasso, Ace Parking | • Roxi Reeves, Lee Andrews Group |
| • Erik Dahlerbruch, Four Points by Sheraton | • Jim Kennedy, Council Dist. 11 |
| • Doug Lambeck, Decron Properties | • Jim Sakalis, Gateway to L.A. |
| • Phil Campanelli, Embassy Suites | • Laurie Hughes, Gateway to L.A. |

1. WELCOME / INTRODUCTIONS

Michael Payton welcomed the board members and guests

2. PUBLIC COMMENTS

No comments from the public.

**3. APPROVAL OF ANNUAL MEETING OF THE BOARD OF DIRECTORS
MINUTES – March 11, 2010**

Approved as presented

4. EXECUTIVE DIRECTOR'S REPORT

Ambassador Program

	Mar-10	Mar-09	Apr-10	Apr-09
Citizen Contacts	851	786	815	707
Panhandler Contact	118	125	109	143

Trolley Passengers

	Thru Apr-10	Thru Apr-09
5% increase YTD Passengers	24,542	23,432

Passenger Totals by Year

2004	2005	2006	2007	2008	2009	2010
42,495	49,327	56,266	64,690	79,501	74,639	11,430
+125%	+16%	+14%	+13%	+23%	-6%	+2% over first 3 1/2 months-09

Manhattan Beach/Highland Avenue closed for street repairs

Manhattan Village Shopping Center - \$5,400 in advertising

Executive Committee authorized expenditure of \$5,000 for grant writer consultant to apply for \$1,000,000 to fund two new, alternative fuel trolley vehicles. Application process to take approximately 2 years if successful.

Keep It Green

Document Shredding/May 12/13, 19 & 26

Ten new trash receptacles received from City.

Hospitality Enhancement Zone Ordinance follow-up

- \$50,000 from city has been transferred to our BID account with Clerk's office.
- Street Improvements – Currently working on corner of Vicksburg & 98th Street, funds being spent on drainage issues along Century Blvd.
- Street Improvements – Meeting set for May 20 @ 1:30 at the Westin to review proposed improvements to south side of Century Blvd. east of Aviation. Proposed changes at to eliminate parking lane and island, and create a more pedestrian friendly look.

Gateway to a Greener L.A.

- Cindy Boulton leading effort to collaborate with LACCD to access funds to subsidize effort to gain Green Seal Certification for hotels and other Gateway properties.
- \$300,000 grant accepted from LACCD to underwrite program. Plan includes green certification, workforce training in sustainable practices, and marketing GW as Green Community.
- First 2 workshops have been held. Julie Baylor is offering training at workshops and on individual basis.
- Blog page set up on Website to share sustainable practices
- \$50,000 included in budget to subsidize certification fees for GW properties for 2 – 3 years.

Marketing

- Spring Newsletter – gone to print April 22; using mail house to send
- Mobile food truck lunch program kicked-off on April 6. Good turnout of about 1,000. Media coverage in local newspapers and Channel 7 KABC. \$1,000 raised from food sales for The Leukemia & Lymphoma Society. Concept is embraced by Gateway to L.A. members. Hope to build attendance as weather improves.
We have start tracking attendance:
April 6 – 1,000+
April 13 - 300
April 20 (rainy day) - Don Chow – 81; Calbi- 60; Surfer Taco: 53;
Barbies Q- 130; Del's Lemonade - 60 cups
April 27 – 300
- Trucks reporting about 800 tickets per day = about \$5,000 in sales
- Executive Committee authorized annual expenditure of \$13,000 to be added to budget
- Launched FaceBook page – Gateway to Go!

Community Outreach

- Participated in LAWA Customer Service Training award ceremony
- Westchester Rotary Club – Chairing Stand Up for Rotary 2010 on May 21, 2010
- Hosting May BIZFED Meeting on May 18th at the Radisson LAX.

5. Crenshaw LAX Transit Corridor

Roderick Diaz / Metro updated Gateway directors on the site selection for a Maintenance Facility and announced a Public Hearing would be held during the Summer of 2010.

6. Gateway to a Greener L.A. Update

Cindy Boulton and Julie Baylor briefed members on the Green Seal Certification workshops and grant application (\$300,000) to LACCD.

7. **New Business**

- LAWA Off-Airport Parking Fee Increase - *Brian Vandehey, The Parking Spot, briefed members on LAWA's proposal to increase off-airport parking fees.*
- Urban Land Institute Technical Advisory Panel - *Jim Kennedy, CD11, announced a planned ULI-TAP which is being planned for June 2010.*
- Daily Grill - *Rob Robertson, General Manager of Daily Grill, announced the opening of the Daily Grill at The Westin LAX and welcomed Gateway members to try out their food.*